



Creating, Enhancing and Protecting the Unique Beauty and Livability of the City

VOL. 16 NUMBER 2

THE CABLE

FALL 2002

MID-MARKET REDEVELOPMENT PLAN IN THE WORKS

Market Street is commonly known as San Francisco's spine. Starting at the Ferry Building and Embarcadero, it cuts through the city on a diagonal, separating downtown and South of Market's incongruous street grids, intersecting with the old Central Freeway, Van Ness Avenue, and Castro Street and finally curving up to the base of Twin Peaks. Over the years, the two ends of Market Street have thrived; one as a beautiful vista point and center for business and technology, the other as a world famous neighborhood commercial district (The Castro) with one of the most well-known single screen theaters in the city.

Unfortunately, for many years the central portion of Market Street, known as Mid-Market, has been struggling to establish its own identity. Prominent urban designers, planners and artists have attempted to invigorate this area with various sidewalk and street improvements including the UN Plaza and adjoining fountain, but to no avail. The area remains full of vacant buildings, adult entertainment venues and has a high crime rate.

Finally, the Mid-Market community decided to take action. In May 1994 the Market Street Association (MSA) called its first meeting with Market Street property owners, civic leaders and San Francisco Redevelopment Agency officials to discuss improvements to the area. Seven months later, the MSA's Board of Directors approved asking the Redevelopment Agency to initiate a Mid-Market redevelopment survey area in order to start the planning process that precedes redevelopment.

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2002 BEAUTIFICATION AWARDS

"Sparking Community Spirit"

Each Fall San Francisco Beautiful honors those who have made outstanding contributions to the beauty and livability of our city. This year, special consideration has been given to those projects that reflect the theme "*Sparking Community Spirit*." Award winners will be honored at the San Francisco Beautiful Awards Dinner on October 30 at the Mark Hopkins Hotel. See the back page of this newsletter for details.

Robert C Friese Award for Neighborhood Conservation

Dogpatch Neighborhood Association: The Dogpatch Neighborhood Association initiated a historic survey to identify and protect turn-of-the-century homes dispersed among industrial buildings in this portion of the city nestled between the east slop of Potrero Hill and the Bay. The Association's goal has been to protect the character of a neighborhood that holds an important residential legacy of the city's industrial age. Community members walked their neighborhood,



Photo by Sheila Kolenc

Dogpatch Neighborhood Association members survey the historic Pelton houses.

clipboards in hand, documenting the historic buildings that once housed working-class immigrants.

Beautification Awards

Portsmouth Square Night Market: In this most densely populated portion of San Francisco, community leaders initiated a Saturday night market to stimulate the commercial district and to bring to the area a county fair atmosphere of vitality and excitement. What they have created is an exciting mixture of entertainment and shopping replicating the night markets found throughout China.



Photo by Dee Dee Workman

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PRESIDENT'S REPORT

Board Identifies Priority Projects

Each year the SFB Board of Directors holds a half-day retreat. Among other activities we review the SFB action plan that we defined at the previous annual retreat, our accomplishments under that plan, the projects we did well and those we did not.

At the retreat, we also determine the action plan for the coming year. This process begins with a list of all the projects we could pursue, based on previous years' commitments and recommendations from retreat attendees. (Excluded from the list are the Newsletter, Annual Dinner, Grants Program, Beautification Awards, and other core SFB services.) After much discussion, final votes are cast to determine priority projects for the coming year.

The following are the projects, in order of priority, emerging from this year's retreat:

- ◆ A multi-faceted fund raising program
- ◆ Enforcement of billboard regulations

- ◆ The Green Schoolyard Alliance
- ◆ Murphy's Windmill in Golden Gate Park
- ◆ Lake Merced
- ◆ The Geneva Car Barn
- ◆ Public landscaping, notably street trees
- ◆ Monitoring and interacting with the Public Works Department



San Francisco Beautiful board members and staff spent a sunny summer day discussing the group's priorities and annual action plan.

Photo by Melinda Capiraso

- ◆ Graffiti control
- ◆ Neighborhood conservation
- ◆ Parks and Open Space
- ◆ Monitoring and interacting with the Redevelopment Agency

SFB members will of course be hearing more about these projects throughout the year. Anyone interested in becoming involved with one or more of these projects as a volunteer is encouraged to call Tamar Cooper at the SFB office, 421-2608.

Gilbert H. Castle, III
President, Board of Directors

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San Francisco Beautiful, founded in 1947 by Friedel Klussmann, is a nonprofit 501(c)(3) organization dedicated to creating, enhancing and protecting the unique beauty and livability of the City.

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PRODUCTION: JEWEL GRAPHICS

Still Time to Ride the Free Park Shuttle

The free Golden Gate Park Shuttle is near the end of its second season. Buses continue to operate on summer weekends and holidays through October from 10:00 a.m.-5:00 p.m.

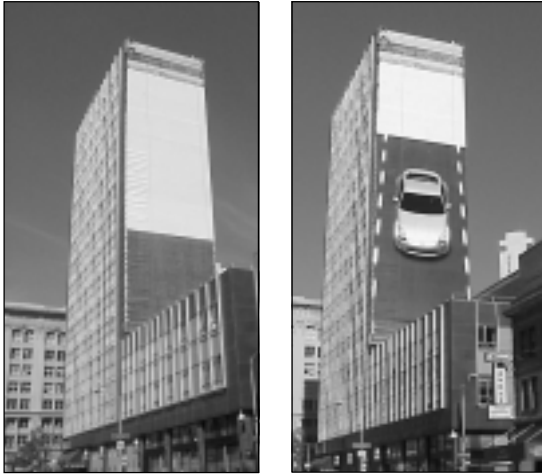
The shuttle route starts at McLaren Lodge and ends at Ocean Beach. Passengers are picked up at 15-minute intervals at 15 locations throughout the park. Clearly marked stops are located near the Conservatory of Flowers, Academy of Sciences, National AIDS Memorial Grove, Japanese Tea Garden, Strybing Arboretum, Stow Lake, Buffalo Paddock, the Polo Fields, and the Beach Chalet. Route maps are available in the park and at www.goldengateparkconcourse.org.

The free Golden Gate Park Shuttle is one component of a comprehensive Transportation Implementation Plan being developed by the Concourse Authority. Other projects of the Authority include: surface

and roadway improvements in the Music Concourse Area; MUNI service enhancements to the Park; pedestrian, bicycle and other recreational improvements; traffic calming and road sharing projects; and a series of parking management programs (including an underground parking facility situated between the new M. H. de Young Memorial Museum and the California Academy of Sciences).

The Golden Gate Park Concourse Authority was founded as a public agency in 1999 with the passage of "The Golden Gate Park Revitalization Act of 1998" (Proposition J). The Authority's mission is to create a pedestrian oasis in the Music Concourse area of Golden Gate Park by reducing the impact of automobiles in the Park, while assuring safe, reliable and convenient access for all park visitors. Call 831-2727 for details.

UPDATES



An illegal billboard is removed, then replaced.

MASSIVE BILLBOARD COMES DOWN – THEN REPLACED!

At a hearing held on August 21, 2002, Planning Department Director Gerald Green ruled that the billboard affixed to 995 Market Street (at 6th) be removed promptly. The billboard, erected less than three years ago, was located within the Market Street Special Sign District, a district that has strictly prohibited billboards since 1970. San Francisco Beautiful staff testified at the hearing in support of the

removal of the billboard. Within a week of the hearing, the billboard was taken down.

The Market Street sign was down for only a few weeks before it was replaced with another. While details are still being sorted out at press time, this situation frustrates San Franciscans who want to see billboard companies comply with the law.

Illegal Billboards Abated in San Francisco

This list identifies illegal billboards abated since Supervisor Mark Leno's billboard enforcement legislation and Proposition G (initiated by SFB) were passed. The Planning Department's Enforcement Division is responsible for implementation.

575 6th Street	30 Geary Street
4038 17th Street	840 Geary Street
1461 Broadway	209 Kearny Street
500 Broadway	1400 Market Street
3079 Broderick Street	268 McAllister Street
460 Bush Street	1600 Mission Street
214 Duboce Avenue	1789 Mission Street
238 Eddy Street	55 Polk Street
665 Eddy Street	384 Post Street
1101 Fillmore Street	301 Tocoloma Avenue
2900 Franklin Street	1901 Union Street

*Source San Francisco Planning Department, Enforcement Division

BANNERS ON PUBLIC POLES

Supervisor Gavin Newsom is currently drafting legislation that will regulate the content, locations and permitting process for banners affixed to public lamp-posts and other municipally owned posts/poles. San Francisco Beautiful supports elements of Newsom's legislation and recommends that banners be prohibited in all residential areas.



Photo by Milo Hanke

SFB board member Milo Hanke's living room view of California Street is blocked by banners.

HASTINGS GARAGE PLANS HALTED

The Board of Directors at Hastings College of the Law has decided to halt plans to construct an eight-story garage at the corner of Golden Gate and Larkin Streets. San Francisco Beautiful along with many other civic and neighborhood organizations and City and State elected officials opposed Hastings' plan to build an 885 space parking garage in this extremely dense, fragile and transit rich area. In order to determine what will become of the site, Hastings is convening a five person Blue Ribbon Task Force that will make recommendations of viable development options for the property.

LAKE MERCED TASK FORCE

San Francisco Beautiful is leading the initial effort to raise funds to implement the recommendations included in the Lake Merced Task Force's Stewardship Proposal. SFB's Tamar Cooper is coordinating the Task Force's application to the California State Coastal Conservancy for funds to build two new pedestrian pathways as well as to undertake a fishery study. The Public Utilities Commission plans to match the grant funds by paying for an additional habitat study as well as providing a permanent staff person who will coordinate Lake Merced affairs and act as a liaison between the PUC, the Task Force and other jurisdictional authorities and stakeholders. The grant proposal will be presented to the Coastal Conservancy board this fall.

Continued from "Awards" Page 1

BEAUTIFICATION AWARDS

'Sparking Community Spirit'

Mama Sylvia and Adam Rogers Park: In a challenging neighborhood, Mama Sylvia created an intern program for local girls through The Girls 2000 Program. The focus of her project is creating, planting, and maintaining a community garden in the Bayview. Friends of Recreation and Park and San Francisco League of Urban Gardeners (SLUG) have provided assistance to Mama Sylvia in this heartwarming venture of gardening, teamwork and community building.



Photo by Sheila Kolenc

Sunset Parkside Education and Action Committee (SPEAK): This coalition of Sunset District residents fought for and ensured the retention of the original Shriners Hospital on San Francisco's most traveled street – 19th Avenue. They coordinated the efforts and strategies of neighbors once it became known that several large stands of historic trees on the site would be cut and the building demolished. SPEAK persuaded the city to declare the hospital a protected landmark and also worked with the development team to retain the valuable open space and old growth trees fronting the property.

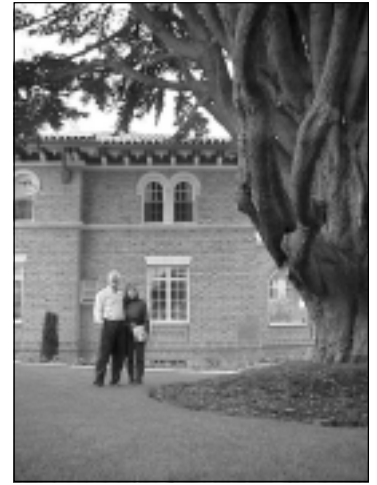


Photo by Sheila Kolenc



Photo by Dee Dee Workman

Moscone Park Playground Restoration: Neighborhood initiative resulted in the creation of a colorful playground that replaced a virtually unusable one. Equipment was designed to refer to its marina location including painted tiles with nautical themes, a play structure with Golden Gate Bridge motifs and sea animal shaped climbing structures for toddlers.



Photo by Sheila Kolenc

Pioneer Park: Several years of neighborhood initiative has created a cohesive park area around Coit Tower. Volunteers contributed seed money, applied for grants, sold step-tiles and got the design plan donated. This multi-million dollar project has made Coit Tower an even worthier destination point for residents and visitors. The awesome views from this hilltop are now coupled with improved paths, stairways, landscaping and signage.

Vermont Soundwall: In response to the construction of a Caltrans sound wall along this Highway 101 location, a handful of neighborhood residents worked with the state agency to allow them to "green" this two block-long wall with personal plantings. An assortment of greenery and flowering plants soften the 12-foot high, beige faux-brick barrier. Roses, banana plants, lilies, irises, succulents, ferns and climbing ivy all are cared for by a handful of residents who live nearby.



Photo by Sheila Kolenc



Photo by Sheila Kolenc

Outer Mission Residents' Association: This very active community group works in many ways to improve the condition of their district. They saved one of only two landmark buildings in the neighborhood – the Geneva Office Building. They brought a skateboarding facility to Crocker Amazon Park when no other neighborhood would allow it. They hold social activities including picnics, awards ceremonies, holiday dinners and garage sales in which the funds raised are applied to local improvement efforts such as the Crocker Amazon playground campaign. The Association also holds workdays when trees are planted, graffiti painted out and garbage picked up.



Photo by Sheila Kolenc

Fort Mason Community Garden: San Francisco's oldest community garden has been in continuous use for over a century. Gardeners, painters and photographers come from all over the city to plant, socialize and express themselves. The garden and greenhouse are well tended and packed with both edible and ornamental plants. Flying amid the vegetation are butterflies and many varieties of birds including parrots and hummingbirds.



Photo by Dee Dee Workman

Market Street Railway Association: In the late 1980s, an ever-growing group of volunteers convinced the Muni Railway to adopt an historic streetcar program. The restoration of the cars, ongoing maintenance and clean up at the end of each day has been the purview of this all-volunteer group. The fruit of their labor is the beautiful and well-used vintage cars running along The Embarcadero and Market Street. The addition of this fleet to the Muni Railway has not only provided a vital transportation link, it has also added to the charm of San Francisco.

Join us on October 30th at the Beautification Awards Dinner as we honor those who made all of these wonderful projects possible.

Continued from "Mid-Market" Page 1

Since 1997, an elected body of Mid-Market representatives, known as the Project Area Committee, has met with Redevelopment Agency staff to discuss, debate and decide on a vision for Mid-Market. Through this process the Mid-Market PAC has developed proposed goals and objectives, projects and programs. These proposals will be incorporated into the proposed Mid-Market Redevelopment Plan and a proposed Mid-Market Special Use District.

The PAC's proposed goals for the Mid-Market Redevelopment Plan include:

- ◆ Fostering Arts, Culture and Entertainment
- ◆ Promoting Diversity and Social/Economic Equity
- ◆ Enhancing Community Identity and the Built Environment
- ◆ Balancing Transportation and Parking
- ◆ Providing Housing and Neighborhood Amenities
- ◆ Ensuring Community Services & Safety

- ◆ Strengthening Economic Vitality
- Proposed Planning Code Amendments for the Special Use District include:
- ◆ Encouraging Retail and Active Uses on Ground Floor
 - ◆ Prohibiting New Adult Uses
 - ◆ Creating a Development Incentive Program

Once these documents and an associated Environmental Impact Report are completed, the Mid-Market PAC will be asked to give its recommendation on the Redevelopment Plan. The proposed Plan will then be submitted to the Redevelopment Commission, the Planning Commission and ultimately to the San Francisco Board of Supervisors for adoption. One of the initial implementation activities will include the development of Mid-Market design guidelines in conjunction with the Planning Department. Once the Plan is in place, the Redevelopment Agency will be able to work with land developers, property

owners, local residents and commercial tenants to realize the vision of Mid-Market outlined in these documents. Over the next twenty to thirty years, the Redevelopment Agency will utilize tax-increment funds from the Mid-Market Project Area to fund projects and programs outlined in the Redevelopment Plan.

San Francisco Beautiful is monitoring the Mid-Market redevelopment process and is advocating for increased emphasis on market rate housing, the preservation of the area's historically and architecturally significant buildings, and the inclusion of arts education and higher education campuses in the planned "Arts and Entertainment" land-use theme. San Francisco Beautiful is also encouraging the Redevelopment Agency to expedite the implementation of the redevelopment plan so that the Mid-Market community and all San Franciscans see this project come to fruition as soon as possible.

CONFERENCE:

Grow Green Schoolyards this Autumn!

Many San Francisco schoolyards are asphalt wastelands. What if you could help make them vibrant green outdoor classrooms?

The San Francisco Green Schoolyard Alliance (SFGSA) is proud to announce the Growing Greener School Grounds Conference on October 25th and 26th, co-sponsored by San Francisco Beautiful, San Francisco Planning and Urban Research Association and the San Francisco Unified School District.

We invite you to join us for this exciting line-up of presentations and hands-on workshops. Get your hands dirty creating a bird and butterfly garden, a mosaic wallscape, or a willow play structure. Learn how to use the sun as a teaching resource or connect your classroom curriculum to an outdoor learning environment.

Green schoolyards are being constructed all over the world and provide some of the most effective, hands-on teaching tools available. These cost-effective outdoor classrooms give schools essential learning resources while beautifying their adjacent surroundings. They allow teachers to take their students on “field trips” without ever leaving school grounds. Students, teachers, parents and community members gain an intimate understanding of the environment and create a space for experiential learning as they create green schoolyards.



“A living willow tunnel at a school outside of London”

Photo by Sharon Danks



CONFERENCE SCHEDULE

October 25th, Friday (evening)

Events on Friday will introduce the multiple benefits of ecological schoolyards through lectures and a resource fair. The conference keynote speaker, Cam Collyer, is the National Manager

of Evergreen’s Learning Grounds Program in Canada. Cam is an internationally recognized leader in the green school grounds movement. Sharon Danks of EcoSchool Design will give a presentation illustrating successful case studies of ecological school grounds in the United States and around the world. A networking and resource fair will provide information, contacts, and material to use in the classroom and on school grounds.

Saturday, October 26th (all day)

On Saturday, three San Francisco public schools (Alice Fong Yu Alternative, San Francisco Community School and Ulloa Elementary) will host a wide variety of day-long workshops providing hands-on experience, information, and resources for replicating projects in your own neighborhood or school. Some hands-on workshops will construct ecological schoolyard projects that will remain at the school site after the conference to benefit the host schools. Other workshops will teach participants how to connect different aspects of California curriculum requirements to development and stewardship of outdoor learning environments.

Please join us at this ground-breaking event!

For more information on how to register, visit www.sfgreenschools.com or send your conference questions to sfgreenschools@hotmail.com.

EXECUTIVE DIRECTOR'S REPORT

Dee Dee Workman

Many of our members know that San Francisco Beautiful enjoys an advantage many non-profits can only dream about. When our founder, Friedel Klussmann, passed away in 1986 she left her estate to SFB in the form of a small endowment. The endowment helps to fund a portion of the organization's operating budget and provides the resources for our grants program.

As SFB continues to launch new programs and take on major initiatives like the No New Billboards campaign, it is essential that we broaden and expand our revenue base so that the endowment is protected as a reserve and our fundraising activities supply the resources for our operational needs. In the last few years we have become less dependent on the endowment for operations as our annual awards dinner has developed into a significant fundraiser.

We are building on the momentum created by the awards dinner by establishing a comprehensive development program that will encompass an annual campaign as well as the pursuit of foundation funding and membership development. A capacity-building grant from the Koret Foundation has enabled us to create a plan for this purpose. A newly constituted Development

Committee of SFB's board, chaired by board member Gretchen Sleeper, will shepherd us through the implementation of the plan.

Over the next six months, you will be hearing from SFB board members, staff and other volunteers as we ask for your help in launching our exciting new campaign. In the meantime, I hope each of you will join us at our annual dinner on October 30 as we honor another wonderful slate of deserving awardees. See you there!

CAMPAIGN KICK-STARTED!

While this article was being written, a check arrived from the estate of our beloved former board member Tova Wiley in the amount of \$100,000! This is the first installment of approximately \$200,000 that Tova bequeathed to San Francisco Beautiful upon her death last year.

Tova's generous donation kick-starts our first annual fundraising campaign by enabling us to pursue donations to match her gift. Contributions will help support our grants and awards programs.

If you are interested in contributing to the Tova Wiley Memorial Fund, please contact Dee Dee Workman at 421-2608.

GRANTS AWARDED

San Francisco Beautiful awarded \$10,350 in third quarter grants to organizations that are taking action to improve the City's outdoor environment.

Mission Economic Development Association – \$2,000 to expand their sidewalk cleaning program along Mission Street from 17th to Cesar Chavez. Teenagers from Sunrise Sidewalk Cleaners steam clean the sidewalks. SFB funds will be used for merchant outreach materials and operating costs.

Coevolution Institute – \$2,500 for the 21st Century Academy School Butterfly Garden in the Portola/Bayview district. The project resurrects a garden at the Academy that will encourage the return of local butterflies.

Life Learning Academy – \$2,500 for a greenhouse at this public charter school on Treasure Island for high-risk, low-income high school kids. Students will use the greenhouse to grow organic vegetables that they will use in school lunches and distribute to others.

Hayes Valley Neighborhood Parks Group – \$3,350 for the Peace Wall Project at Daniel Koshland Park. Colorful tiles created by neighbors and children depicting their thoughts of a peaceful neighborhood will be set by a local artist on a retaining wall at Page and Buchanan Streets.

The next grant deadline is November 1st. For a grant application, contact SFB at 421-2608.

MEMBERSHIPS/SALES

If you are not a member of San Francisco Beautiful, please become one today. Your contribution is tax-deductible to the extent provided by law.

- Friedel Klussmann Circle: \$5,000
 Corporate: \$1,000
 Patron: \$500
 Sustainer: \$250

- Contributor: \$100
 Two New Memberships: \$70
 Regular: \$40
 Other: \$_____

- My company will match my gift
 Logo Long Sleeve Shirt: \$22.50
 Logo Short Sleeve Shirt: \$16.50
 For shirts indicate: _____ Med _____ Large
 Logo Cap: \$16.50
 Rooftop Gardens: From Conception to Construction (44-page book): \$7.00

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*Dinner Co-Chairs U.S. Senator Dianne Feinstein and Richard C. Blum,
Susie and Mark Buell, Barbara and Douglas Engmann and
Chandra and Robert C. Friese cordially invite you to San Francisco Beautiful's*

2002 BEAUTIFICATION AWARDS DINNER

"SPARKING COMMUNITY SPIRIT"

Wednesday, October 30th

Mark Hopkins Inter-Continental Hotel
One Nob Hill, San Francisco

Reception and Silent Auction, 6:00 p.m. followed by Dinner, 7:15 p.m.



FEATURING

Dee Dee Workman, Executive Director
San Francisco Beautiful presenting -
The 2002 Beautification Awards

TABLE FOR 10 GUESTS
Benefactor @ \$10,000
Patron @ \$5,000
Sponsor @ \$2,500
Friend @ \$1,250

INDIVIDUAL TICKETS
Benefactor @ \$1,000
Patron @ \$500
Sponsor @ \$250
Friend @ \$125

RSVP by October 28th. Make checks payable to San Francisco Beautiful. Send to Ron Wong and Associates, 3608 16th Street, San Francisco, CA 94114. For details call 415-355-9988. Fax requests to 415-355-9977. Tickets will be held at the door. Your contribution is tax deductible to the extent permitted by law, less \$55 per event guest (ID# 94-6106011).

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